

BEAUTY PARADE

The World's Loveliest Girls

MAY
25¢



**DAMES CAN
BE POISON!**



Close-out! 3 POWER ALL-METAL BINOCULARS

These are the very same 3-power all-metal Binoculars that we formerly sold for \$9.95. In fact thousands were sold at that price. Yet now on this occasional "close-out offer," you can get a pair of these powerful Binoculars complete with beautiful carrying case as shown for the amazing low price of only \$3.98. Think of it—that's a saving of \$6.00. How can you lose with such a bargain. But you will miss out entirely unless you hurry . . . for every sportsman, hunter and motorist will want to own a pair at this close-out price. It will be first come, first served while the supply lasts. So rush your order today on the coupon below.

These Binoculars are beautifully made. They have optically ground and polished lenses and adjustable focusing wheel. The sturdy metal barrels are handsomely covered in pebble grain leatherette effect and every pair comes complete with a simulated saddle leather carrying case and adjustable shoulder strap as pictured.

Formerly
Sold for \$9.95

NOW! On This Close-Out Offer!

only \$3.98



- ★ Smartly Styled . . . All Metal Construction
- ★ Powerful — Optically Ground and Polished Lenses
- ★ Draw Tubes Plated
- ★ Black Ebony Finish
- ★ Trimmed in Pebble Grained Leatherette Effect
- ★ Molded Focusing Wheel
- ★ Height—Closed 5½", Open 6"
- ★ Weight One lb. with Carrying Case

"Enjoy Front Row Seats From Way Back"

You'll get the thrill of a lifetime when you take your first look through these powerful Binoculars. It's positively amazing how well you can see. Makes distant objects appear close—brings them up to you—clear and sharp! You'll want to take the Binoculars with you on bustling trips, to sporting events, to the ocean and much more. You'll be able to see people and wild life from a distance and watch what they're doing when they can't see you. Enjoy front row seats from way back!

USE FOR 10 DAYS ON MONEY BACK GUARANTEE!

So positive are we that you'll be more than thrilled and delighted with the performance, power, and beauty of these Binoculars that we send them to you on a generous 10-day no risk money back guarantee. **SEND NO MONEY!** Just fill out and mail the coupon today. The postman will deliver your Binoculars complete with the handsome Carrying Case C.O.D. in a few days' time. Then, when they're actually in your hands, we want you to use them for 10 full days with the understanding that your money will be promptly refunded if you're not more than satisfied with them in every respect. Don't delay a single day if you want to own a pair. Rush the coupon today without fail.

SEND NO MONEY—RUSH THIS COUPON!

ILLINOIS MERCHANDISE CO., Dept. 6400-E
1227 Loyola Ave., Chicago 26, Illinois

Gentlemen: Rush me a pair of all metal Binoculars complete with Carrying Case as described above, on your no-risk 10 day Money Back Guarantee offer. I will pay the Postman \$3.98 postage. It is understood that if I am not completely satisfied I will return them to you within 10 days for refund.

NAME

ADDRESS

CITY STATE

☐ I enclose \$3.98. Please rush the Binoculars and Carrying Case to me all postage charges prepaid.

WHAT YOU CAN DO ABOUT PIMPLES

Acne, Blackheads, and other externally caused Skin Blemishes



WHEN pimply skin is your problem, the first thing to get straight is that you can and should do something about it. To develop the attractiveness of your face is not mere vanity. It is an "open sesame" towards bringing the real YOU closer to other people and giving your personality the poise and confidence it needs. Your good qualities—intelligence, character, dignity—all go to naught... are completely cancelled out by a skin that "nobody loves to touch." Remember, the YOU that people see first is surface.

SKIN PROBLEMS

DEMAND IMMEDIATE CARE

Medical statistics tell us that blemished skin usually occurs from adolescence on through adult life. The problem at the adolescent stage is serious enough to deserve attentive care as a family matter. In adulthood, when life's responsibilities are so much weightier, it is doubly important to exert great effort to eliminate these blemishes. And, there is no better time to get pimples under control than now.

DON'T ABUSE SKIN

The first instinctive reaction to pimples and blackheads is to squeeze them out with your fingers. A bit of experimentation along these lines soon provides convincing proof that this succeeds only in inflaming your skin and spreading the infection. Under no circumstances should pimples and blackheads ever be squeezed.



MICROSCOPE SHOWS IMPORTANT BASIS FOR EXTERNALLY CAUSED PIMPLES AND BLACKHEADS

Let's take a look through the microscope to see what's behind those unsightly pimples. The high-powered lenses show your skin coated with a covering which originated from two sources—one, internally and the other, externally.

The internal substances on your skin include dead cells, residue from the sweat glands, and a high quantity of oil excreted by the sebaceous glands. A most important factor in skin disorders occurs when thousands of these tiny sebaceous glands discharge more oil than the skin can use for lubrication. Unless special care is given, the oil forms a heavy film which attracts foreign matter to your skin much as any oil trap picks up dust. These infectious external substances may be classified into three general groups:

1. Airborne materials such as dust, pollens, condensation products of smoke, vapors, etc.
2. Materials brought in contact with the skin, such as tiny fragments of clothing, bedding, cosmetics.
3. Micro-organisms such as bacteria and fungi.

See the difference between a healthy skin and a pimply skin in the microscopic reproductions below.



A. Normal skin Sick, pimply skin
Diagram A shows a normal-size, smoothly functioning sebaceous gland. Diagram B pictures sick, pimply skin. Notice that the sebaceous gland is a swollen mass of trapped oil, waste and infectious bacteria.

TRY THIS SENSIBLE WAY

Two sensible aims to achieve in controlling this skin condition are: to close the pores of clogging matter, and to inhibit the excessive oiliness of the skin. Toward these ends, Dornol Products' research makes available two formulas. One is to aid in thorough cleansing by highly detergent penetration which simplifies the removal of waste and foreign matter. The other is to discourage oiliness with clinically-proved ingredients, and to kill infec-

tious bacteria often associated with externally caused pimples and blackheads.

BLEMISHES COVERED UP

To remove the distressing embarrassment of these skin blemishes, the second Dornol formula exerts a "cover-up" action on your broken out skin while the medication does its work. This, plus its pleasant odor, will spare you the mental distress which is associated with unsightly, malodorous, medicated preparations. Imagine! You can apply this Dornol formula to your skin by day and face the immediate present with greater confidence in your appearance, while secure in the knowledge that medication is acting to remove old blemishes and keep away new ones. What this "cover-up" action alone is worth in peace of mind is beyond calculation. No longer need prying eyes make you wince with humiliation and misery. Now because of this wonderful feature of the Dornol treatment, you can put your best foot forward... at once!

SATISFACTION GUARANTEED OR DOUBLE YOUR MONEY BACK

We know what the Dornol treatment has done for others, so we want you to try it at our risk. A few minutes a day invested in our treatment can yield more gratifying results than you ever dared hope for. This is what we say to you: If you are not delighted in every way by the improved condition and general appearance of your skin in just 10 days, simply return the unused portion and we will refund not only the price you paid—but **DOUBLE YOUR MONEY BACK!** Can anything be fairer than that? You have everything to gain...and we take all the risk!

How to get the Dornol Treatment immediately! Just send your name and address to DORNOL PRODUCTS, INC., Dept. 6318, 4257 Katonah Avenue, New York 66, N. Y. Be sure to print clearly. By return mail we will ship the Dornol treatment to you in a plain package. When postman delivers the package, pay only \$1.98 plus postage. Or, if you wish to save postal fee, send \$2 now and we will pay postage. Which ever way you order, the **DOUBLE REFUND GUARANTEE** still prevails. Don't delay another minute, send for the Dornol Medicated Skin treatment with "cover-up" feature... at once! Sorry, no Canadian C.O.D.'s.



Page 12



Page 32

BEAUTY PARADE

Trade-Mark Reg. U. S. Pat. Off.

Contents



VOLUME 9 MAY 1950 NUMBER 2

L. Bennett, Editor

Art Direction by Beale



Page 14



Page 24



Page 26



Page 34



Page 30

| | Page |
|---|--------------------|
| GLAMOUR GAL TO COW GAL | 8 |
| SCHOOL DAZE | 10 |
| MY GAL FRIDAY | 12 |
| TROPIC CAN CAN | 14 |
| DAMES IS POISON | 16 |
| VELVET VIXEN | 18 |
| WHAT'S THIS? | 20 |
| PRIVATE, KEEP OUT | 22 |
| MR. SIX BY SIX | 24 |
| KEYHOLE LOVELIES | 26 |
| HOT ICE | 28 |
| FOUR OF A KIND | 30 |
| DANCING CYCLONE | 32 |
| SHE'LL DO IT EVERY TIME | 34 |
| SUGAR 'N' SPICE | 36 |
| INQUIRING REPORTER | 38 |
| PIX OF THE MONTH | 39 |
| NOTES TO YOU | 48 |
| TWO HEADS ARE BETTER THAN ONE | 50 |
| JUNGLE JAZZ | 54 |
| PIN-UPS | 40, 43, 46, 52, 57 |



Beauty Parade is published bi-monthly by Beauty Parade, Inc., 201 West 32nd Street, New York, N. Y. Copyright 1950 by Beauty Parade, Inc. Entered as second-class matter August 26, 1948, at the post office at New York, N. Y., under the act of March 3, 1879. Single copy 25c—Yearly subscription \$1.00—Foreign subscription \$2.00. All rights reserved by Beauty Parade, Inc. All material submitted will be given careful attention, but such material must be accompanied by sufficient postage for return and is submitted at the author's risk. Printed in U. S. A.

THROUGH THESE PAGES PASS THE MOST BEAUTIFUL GIRLS IN THE WORLD

GETTING BALD?

GROW MORE VIRILE HAIR



If lack of care, stress, and months and months of overwashing is making the new amazing scientific HAIR RESEARCH FORMULA. Don't delay, order it today!

IN 30 DAYS OR YOU DON'T PAY A CENT!

MOST BALD PEOPLE COULD HAVE SAVED THEIR HAIR HAD THEY ACTED IN TIME!

ONCE YOU NOTICE SYMPTOMS OF TOO MUCH HAIR IN YOUR COMBINGS, HEAD ODORS, ITCHY SCALP, EXCESS DRYNESS, OILINESS

ACT IMMEDIATELY!

BEWARE OF TOO MUCH HAIR IN YOUR COMB—IT'S A DANGEROUS SIGN!

Once you are BALD it's too late, nothing can help you, not even the HAIR RESEARCH FORMULA! So don't delay, delay may cost you your hair! The new AMAZING SCIENTIFIC HAIR RESEARCH FORMULA KEEPS YOUR SICK SCALP FREE OF ITCHY DANDRUFF, seborrhea and STOPS THE HAIR LOSS THEY CAUSE.

KILL THESE HAIR DESTROYING GERMS! NOTHING KNOWN TO MEDICAL SCIENCE CAN DO MORE TO SAVE YOUR HAIR.



1. Pityriasis, 2. Seborrhea, 3. Corneobacterium

The HAIR RESEARCH FORMULA kills the hair destroying germs (1) Pityriasis, (2) Seborrhea, (3) Corneobacterium. Acnes. Leading dermatologists feel that in killing these germs you rid yourself of the scalp conditions that result in BALDNESS!



GIVE YOUR HAIR THE CARE IT DESERVES. Why your hair needs the formula today!

KILL THESE GERMS. DON'T RISK LETTING THEM KILL YOUR HAIR GROWTH! The HAIR RESEARCH FORMULA has been extremely successful with "DIFFICULT" hair and scalp conditions. Almost at once your hair looks THICKER, MORE ATTRACTIVE AND ALIVE! Thousands of men and women who never got over being skeptical and delayed using the HAIR RESEARCH FORMULA and are now BALD! But thousands upon thousands more have been skeptical at first and tested, tried and proved what we say, they now have THICKER, HEALTHIER HAIR, hair they can be proud of. Read their letters of praise, study the guarantee and ACT IMMEDIATELY before it's too late! So resultful is the new and improved amazing HAIR RESEARCH FORMULA that you will GROW MORE VIRILE HAIR WITHIN 30 DAYS or you return the unused portion and your money will be refunded!

BETTER RESULTS FROM NEW FORMULA THE HAIR RESEARCH FORMULA is an exclusive laboratory-created formula. It has been tested and proved. Nothing can do more to GROW more virile HAIR, to SAVE your hair, DON'T DARE TO DELAY! MAIL COUPON and test it at home for 10 days FREE at our expense!



Guarantee

If the HAIR RESEARCH FORMULA isn't better than any product or treatment you have ever used, if it doesn't do for you what it has done for others, if you are not delighted with it, return it and your money will be refunded in full.

HAIR RESEARCH COMPANY
1025 Broad Street, Newark, N.J.

TESTED AND PROVED BY MEN AND WOMEN ALL OVER THE U.S.A.

"In 30 days my hair started to grow thicker and my scalp felt better than it did is years." H.N., New York City.

"No professional treatment or hair preparation has done as much for my falling hair, my hair stopped falling out and I now have more virile hair." J.P., Springfield, Mass.

"I used to find a lot of hair in my comb every time I combed my hair, but now I hardly ever see hair on my comb. It's amazing." H.T., Chicago, Ill.

"I admit I was skeptical at first, but now I am convinced that everything you say is true." N.F., Kansas City, Mo.

"My barber recommended it to me and now my hair stopped falling out and is much more thicker." D.L., Los Angeles.

"My doctor told me about it and now I find it's the best thing I ever used, it saved my hair, my hair looks thicker, more attractive and alive." G.W., Miami, Fla.

SENT ON APPROVAL!

Hair Research Co., Dept. 58
1025 Broad Street, Newark, New Jersey

Ask one month's supply of your NEW AND IMPROVED AMAZING SCIENTIFIC HAIR RESEARCH FORMULA AT ONCE. I enclose \$2. cash, check or money order, ship prepaid. My money will be refunded if not satisfied.

Name _____

Address _____

City _____

State _____

I enclose \$5. Send three month's supply. I understand I am delighted with the NEW AND IMPROVED HAIR RESEARCH FORMULA, I can return it after 10 days for full purchase price refund.



Baots make a cow-gal, but it's sheer murder!

★ Glamo ★

Now the lessons are getting tougher, chum!



★ ★
THOUSANDS of gals beat their heads against the stone walls of movie studios, but lovely Leslie Banning is a shrewd little cookie who came up with a brand new gimmick to open the studio doors.

Hollywood-born Leslie read the cinema trade papers, got hep to the never-ending popularity of hoss operas, and decided to become a cow-gal.

So wha' happen? Quicker'n you could say "podner," Leslie got the lead in a cowboys and injuns thriller!

Right smart gal, eh podner?

★ ★



Leslie practises saying, "He went thataway!"



This is easy, but she's getting no place fast.

ur Gal to Cow Gal



Git 'em up, padner! I gotcha covered!



Leslie's a sleepy-time gal after a tough day in the saddle.



DANNI VALENTINE
*goes to Wally Wanger's
school for chorus gals.*



BUNNY LAWRENCE is
*studying dramatics, hop-
ing to make like Carbo.*



ROBIN ADAYRE is teacher's pet at a Gotham model college.



AVA NORRING, is set to graduate as a network radio actress.

School Daze

THE PERFECT SECRETARY IS AN OLD HAG WITH NO FRIENDS!

My Gal Friday

BUSTLING gal secretaries are the butts of the business world—fall gals for the boss's mistakes, and the real or imagined "Other Woman" in the suspicious mind of the boss's ever-lovin', ever-watchful wife.

An efficient lass in the office is a pearl without price, but a lazy-dazy type wench can keep the joint in an uproar from nine to five any and every day in the week.

Our office helpmate is the perfect type (we keep telling the wife), but here are a few samples of Gal Fridays who cause industries to topple and send tycoons leaping from skyscraper windows!



The boss can ring his head off!
She just loves to read and relax.



A beauty in an office is
good, for her beauty is a
good thing.



Home girl: Does her laundry,
cooks soup, raises shrubbery.

Then there's the type who
runs the boss's business.



Popular gal: Got a million friends,
talks to all of 'em, on boss's time!



TROPIC CAN CAN



They go into the dance.



Jase and Cacha show why they're favorites.

FROM the French isle of Madagascar comes a dance which could make naughty Paris sit up and take notice. It is shown here by Pepe Begue and Cacha Martinez, an island beauty.

Reckless Rhythm Comes From the Islands



oving that art can be worked into their routine with charming results. Note: Jose uses the smile technique.



Jose recites his admiration . . . and can you blame him?



And Cocho responds, with most attractive fervor.

It's swing time for our dancers. Smiles appear mu-u-tuall



Leapin' Leno! When's the next boot?



EVER SINCE EVE TRAPPED ADAM WITH THAT APPLE, MERE MEN
HAVE BEEN PUSHOVERS FOR TRICKY GALS WHO LURE 'EM AND
LEAD 'EM - TO THE ALTAR!

Dames

JUST think. There was Adam in the beautiful Garden of Eden, without a worry in the world. His clothes grew on fig trees and the weather was always perfect for fishing. He didn't have any bills to pay or dirty dishes to wash. No mother-in-law gave him forty daily lashes with a sharp tongue and he never had to do a day's work in his life.

The only luxury that was lacking in this Paradise was a dame. And that's why it was called Paradise.

It's a matter of record that, at this time, Adam was the happiest man in the world. (This situation was, of course, partially influenced by the fact that he was the only man in the world.)

He could have stayed that way, too, but the unfortunate fellow didn't know enough to keep his eyes open. One night he stuffed himself so full of wild pheasant, nuts and dates that he just rolled over and fell fast asleep.

When he woke up, one of his spare ribs was missing. And at his elbow was a gal called Eve who immediately began feeding him the old oil about what a big, strong, handsome daddy he was — and how would he like to settle down with her and raise Cain?

Adam had never seen such a peach in the Garden before, and he was completely flustered by the tricky curves being pitched his way. So he gave her a date — thus originating a custom that has since caused the downfall of millions of his grandsons — and he was trapped.

Eve took over the housekeeping and they both got kicked out of the Garden of Eden because she fed Adam the wrong apples. After that she wasn't content to go around in fig leaves for long — she wanted mink. This meant Adam had to give up his fishing





is Poison !!!

and go out to work, so he could keep the babe in fancy duds. Eve also insisted on raising Cain — and he killed Abel.

It was the end of peace on earth. And it was all caused by a dome.

They'll do it every time.

Playing With Dolls

EVERY guy goes through a period like Adam did, when life is blissfully happy and uncomplicated. This Paradise lasts about 14 years — the first 14, that is. Then a fellow suddenly begins to notice some of Eve's delectable daughters at his elbow and, zingo, his troubles begin.

Not that a guy doesn't see any dames before he's 14, of course. It's just that, up to that time, they seem to be nothing but homely hanks of hair supported by spindly legs that like to kick at him.

After 14, however, the legs begin rounding out with curves that have a different sort of kick in them. Soon the dolls even start to wear sweaters—just to keep the boys warm.

And when a fellow begins noticing these things—it's the beginning of the end. Before you know it, the kid's giving up his good times at the poolroom and spending his whole fifty-cents-a-week allowance on some dizzy dame, just so she'll giggle at him and not at Joe Schmoe down the street.

From a life of carefree bliss, he's now heading slowly and surely toward a halter around his neck and the grim day when not only his life, but every cent he has in his pockets, is no longer his own. Pretty soon he's looking around him, bewildered, wondering what happened to the good old days and the good old gang. And what does he see?

He Sees Plenty

THERE'S Jimmy, the swell pol who olways used to talk about quitting his job and going around the world on a tramp steamer. Well, some dame with plenty of steam made a tramp out of him all right. He'd still like to quit his \$95 a week job, but then where would he get the \$82.50 a week for alimony payments?

And then there's Phil, who always had a wonderful sense of humor. When he came home one night he found his wife getting ready to run away with his best friend. He told her she couldn't get away with it, but she just laughed in his face. "Ho, that's funny," she said. "A little runt like you thinks he can stop us! You slay me!" So he did.

Mickey has gone bald, tearing his hair out trying to keep the blonde he goes out with on Saturdays and Sundays from bumping into the redhead he goes with on his weak days.

Lorry has 13 kids but his wife isn't happy and says she won't be until they have a large family. Bob married a babe with 109 pounds of the most eye-filling curves a man ever put his two arms around. Now she weighs 225 pounds and he hasn't got enough energy left to walk all the way around her.

Ed and Joe were bosom buddies until they met a babe named Bettye. Then they had a fight for the first time in their lives. Joe got his teeth knocked down his throat and his nose broken, but Ed lost. He got Bettye.

It just doesn't seem right somehow. That's why we think all men should get together in a movement to demand their ribs back, and end this nonsense of two sexes once and for all.

In fact, we'll start getting followers for such a movement this very night. We will, that is, if we can't get a date with the blonde out at the switchboard before we leave.



Velvet



Velvet Vixen



OUR MODEL, today, gentlemen, is a blonde from who is able to demonstrate the obvious attractions of velvet. The fact that the man's talk about these things leads on additional turns to her obvious obvious attractions. The name: Claire Taylor. The figure: Explicit. The level: velvet Mrs Taylor shows my black post with slender, and for the record she wants to become a singer rather than a big dancer. So, though, that after she can sing better than she can dance, she's an elegant on an of hood and a nightgown. After asking to look at Claire, do you want to have a nightgown—or take another look at 'er?

Vixen



OUR MODEL, today, gentlemen, is a blonde beaut who is able to demonstrate the obvious attractions of velvet. The fact that she won't talk about these things leads an additional charm to her otherwise obvious attractions. The name: Claire Taylor. The figure: Exquisite. The be-velveted Miss Taylor shows why black goes with blondes, and for the record she wants to become a singer rather than a leggy dancer. Seems, though, that since she can sing better than she can dance, she's as different as an owl hoot-owl and a nightingale. After taking a look at Claire, do you want to hear a nightingale—or take another look at 'er?

WHAT'S THIS?

REMEMBER the popular game of "What's This," where somebody made with the face and fingers and somebody else tried to guess what they were saying? It's always in fashion, when a cute babe makes the motions, so try to guess before reading the answers.



NAUGHTS TO YOU



POWDER'N MY SOUTHERN ACCENT



CONTENTED COW



INDIAN THUMBER



SHADOW BOXER ON
A CLOUDY DAY



TIME ON MY HANDS



THREE-MASTED SCHOONER
LOST IN THE WAVES



GIRAFFE WITH SORE THROAT

Run and Dream Up Gimmicks for Nimble Fingers!

PRIVATE

Keep Out



Model, business woman and starlet, that's Pat Hall, ash blonde lovely from California. She designed that swim-suit herself.



No pri

Pat Hall Tries and Tries, But Can't Escape the Cameras!

PRETTY Pat Hall could well be the heroine of a Horatio Alger success story, but strictly on the lovely feminine side, of course. You remember those Alger heroes — start with nothing, work hard, be good to your poor old granny, and bingo! First thing you know you're healthy, wealthy, and a wise guy.

Before Pat ever got out of high school in Hollywood, she was knocking off six grand a year working as a model. By the time she graduated, this Hall cutie was the undisputed queen of West Coast models. She'd have needed 40-hour days and 10-day weeks to pose for everyone who called for her services.

But do you think she was satisfied? Not this go-gettin' girl! Suddenly she blossomed out as a designer of feminine beach wear — and modeling some herself on her perfectly proportioned frame, Pat's success as a designer was assured. Some of the most glamorous names in Hollywood are among her clients for the latest thing in exclusive numbers for beach and sun.

Still Pat Hall wasn't satisfied or busy enough to burn up her boundless energy. A few months ago she signed a film contract with Universal-International, where they think she's a technicolor natural, as any fool can plainly see!

Photographers follow Pat like puppy dogs and it got so bad that she had to find a private beach for herself — Oops! Sorry, pal, we promised we wouldn't tell where!

Pat was proud of her sign, but some guys don't believe in 'em!



for Pat. Look at that lens hound skulking behind rocks!

MISTER

Sin BY Sin



It's just no dice when Guy meets a turnstile.



PITY THE POOR BRONC THAT HAS TO TOTE THIS COLOSSAL COWPOKE. IT SHOULDN'T HAPPEN TO A DERRICK!

SIX times six equals 600 when you're talking about cowboy Guy Cherry of Texas and Hollywood. This lad is six feet tall and the shortest route around his middle measures a trim (not slim) 72 inches!

Cherry registers a well-pocked 600 pounds when he steps onto a cargo scale. Can you imagine what he'd do to that penny-in-the-slot weighing gadget in front of the dime store?

He admits to trouble when it comes to shopping for clothes, but somehow he digs 'em up and does a regular act, slightly on the hilarious side, on the rodeo circuit, all decked out in 10-gallon sombrero, high-heeled boots and fancy kerchief.

Facing odds of better than 2 to 1, a 1300-pound cowboy struggles along with Guy on his aching back. Now this ol' cowhand gets aboard remains a deep secret, but we'll wager that routine would be a sensational act in itself! In the off-season, he's a radio disc jockey, while his horse rests up and tries to forget the whole business!


They have to move the furniture when
"Tiny" moves in for a spot of chow.



Cherry is a hoherdasher's nightmare. Tape won't reach!



This must be what they mean by "horse sense." This
nag knows what he's doing when he refuses to get up!



TURKISH towel galang, Claire Parnell has a lot of looks that will go with a fine figure. This keyhole photograph catches Claire unawares, to be sure, but she can model for us most anytime. In case you have not noticed, she's one beautiful ash blonde. Or do YOU agree?

Keyhole



Lovelines

SITTING pretty? That's the obvious answer from Claire Parnell, a statuesque blonde whose face adorns an otherwise well-constructed frame. For your information, she's a favorite of Gotham artists, has a personality to match her looks—and looks very nice in evening gowns.




Pert poodles are Carol and Lorraine Brinkman. Ethel Stout holds the leash.




Hot Ice

Gals and Comedy Make Ice Shows Pay Off Plenty!



Lovely blonde Ethel Staut zips up a bootie during rest period.



That's comic Dorothy McCusker clowning for her ice partners.



Zany Dotty takes a fall and loses her crown.



Pretty Jeanne Perkins relaxes and yawns after a tough rehearsal.

FAST-PACED ice shows are the hottest things in show business this season and that comes right from the boys who ring up the take at the box office. Smart showmanship, pretty girls, and riotous comedy on flashing skates add up to smash hits all over the land.

East, West, North or South—it makes no difference where—the musical skaters move into local rinks and wow the natives. And so profitable has this new wrinkle proven that hundreds of theater owners across the country are installing ice machinery for their stages, seeking to cash in on the popularity wave of the skate revues.

Herewith we present some of the young stars of "Icelandia", one of the most successful of these year-round winter extravaganzas, now enjoying a sensational national tour.

4 of a Kind

BETTING AGAINST FOUR QUEENS IS
MURDER — IF THEY LOOK LIKE THIS!



Beautiful Colleen Townsend is a highly-rated newcomer to the movies.

Delicious Yvonne de Carlo is queen of technical color at Universal studios.



Winsome Cecile Aubry is a French importation to Hollywood. Only 19, she has been a leading star in France for three years.



PICTURE poker is a fascinating sport — either indoors or outdoors. You can do it with any kind of pictures and the gal friends will love it, too.

Just take any old photo album and pick out snaps that rate in your mind as aces, kings, queens, etc. Make up your hand and let someone else try it. The results can be hilarious.

On this page we've picked four lovely queens from cinema land, and we're ready to mortgage the farm to back this hand. For our money, it has everything!

So pick up your cards, men, and play 'em smart. The sky's the limit!



Denise Dorcel was the dynamic femme star who drew raves for her performance in MGM's "Bottleground."





Dancing Cyclone

GAY Gotham is still gaga over the recent Ha-Ha Club engagement of Winnie Garrett, that titian-haired bombshell of the dance. Winnie came back to town with brand new rhythm routines that created a sensation!

She'll do it EVERY TIME



A CYNIC once remarked that he spent half of his courtship waiting for the little chormer to make herself pretty for public appearances. The date was for 8 — so she'd be ready promptly at 9:20. But that seems to be only part of the story. She's economical till she has you tropped, then her tastes change to furs instead of gingham, champagne instead of beer. And if you complain, she cuts your heart out with a smug remark like: "You're just getting old, Joey!"



Don't Blow Your Top



Late to meet the big boss? She'll smear you with lipstick.



Once you're wedded,
she'll say 8:30, then
be a good hour late.



He's worn out, but she insists
he's just an old clothes - horse.

if Baby's Wrong — That You Gotta Expect, Pal!



Tomorrow's your big day... so
she keeps you up till 4 a. m.



Just when you're overdrawn at
the bank, Baby buys a new fur!



Sugar

The beauty of Adrian Dore is on the rise, not on the wane, a sultry lass with class.

Vivacious Jimmy Williams, a lissome gal who loves to laugh. Fun is her hobby, that smile is her fortune.

'n' Spice



She's a grand one, is Nancy Brandon, a blonde beauty who is tops in New York town, not to mention the country around.

And everything nice, that's what they say about Laura Drake, pretty and pert, and a bundle of merry chuckles.



The Inquiring Reporter

BEAUTY PARADE will pay \$10 for every timely, interesting question submitted and used in this feature. This month's award goes to Verne Durand, Miami, Fla.

The Question: SHOULD A GIRL KISS ON HER FIRST DATE?

HAROLD MARTIN, Painter San Diego, California:

"I think it all depends on the girl and the fellow, and how they happen to hit it off. Of course, as a man, I'd be a pretty stupid guy if I didn't say I was all for it, but at the same time, I don't think it's advisable for girls to kiss just anybody.

"Sometimes it happens that a fellow and a girl just happen to click — they're just right for each other, like the same things, enjoy the same jokes, etc. You might say their temperaments match. In a case like that, I believe it's okay for the girl to kiss on their first date. That's what happened with the girl I married."

CAROL GILMER, Teacher New Orleans, Louisiana:



"Most decidedly no! Men are very selfish when they expect a girl to kiss them before she gets to know them.

"How do you suppose a man would feel if the girl demanded a diamond bracelet on their first date? It amounts to the very same thing.

"Personally, I run from a man who tries to kiss me at once!"

SAM CONKLIN, Taxi Driver Salt Lake City, Utah:

"Maybe yes, maybe no. It all depends. If they go out with me, yes. If they're out with some other guy, I don't care one way or the other.

"I'll tell you one thing, though. Most gals I know seem to expect it. And sometimes, after I've been with 'em a couple hours, I don't feel like kissing 'em. So what do you think happens then? They get mad!

"Of course, they don't come right out and say, 'I'm sure 'cause you don't want to kiss me!' But you can tell they're burned. It hurts their pride. So maybe a guy should kiss 'em so their feelings won't be hurt."

PEGGY DRAPER, Dress Designer Chicago, Illinois:



"Speaking for myself, if I like a boy, I'll kiss him every time. I think it's silly for girls to act so coy if they really go for a fellow.

"When you know he's nice you'll go out with him again and kiss him next time, anyway, so why wait? That would hurt me more than it would him, so I kiss them!"

VALERIE HASTINGS, Receptionist Portland, Maine:

"I should say no! I know that some girls don't think anything of kissing the first time they go out with a boy, but for the most part, I think only the younger teenagers go in for that. They probably think it's smart, or maybe they're deluded by those silly 'love-at-first-sight' movies they see.

"But as these girls grow a little older they get more sense and realize they cheapen themselves in a man's eyes by such conduct. I may become an old maid because of my strong feelings on this subject, but I still have not met any man I'd kiss on our first date."

CLIFFORD WHITE, Bookkeeper Omaha, Nebraska:



"Yes, but the girls I know don't agree with me. Every time I try to kiss a girl on the first date I get into trouble.

"They get mad, give me a tongue-lashing, refuse to go out with me again, or turn their heavyweight brothers loose on me. One gal surprised me. She belted me with a haymaker herself and flattened me."



PIX OF THE MONTH

IT'S not often a beautiful gal like June Frow becomes the victim of a horse laugh, but she's 'li' this time. Our Johnny-on-the-spot photographer caught this unusual shot of the top model and TV actress on a windy day in old New York town.

THOUSANDS ARE ENJOYING
Rollicking
BEDSIDE FUN



**..and You will too
when You possess
"the Pleasure Primer"**
The Ideal Playmate

Here's entertainment for open minds and ticklish noses. Here's lusty, merry recreation for unacquainted men and women. Here's life with apologies to none. Collected, selected from the best there is, this "Pleasure Primer" is an eye-opener for the inexperienced, wisdom for the designing, merriment for all. It is guaranteed to make the ladies giggle and the men erupt in boisterous bellows. Here is no refuge for the strait-laced or satisfaction for the morbid. Served in a highly inviting manner, this pleasurable Primer is a blueprint for uninhibited living. Call it a gay evening's entertainment or an ideal bedside companion, you'll dally over its contents time and time again. **YOU ARE INVITED TO EXAMINE THE PLEASURE PRIMER 10 DAYS AT OUR EXPENSE. IT IS GUARANTEED TO PLEASE OR YOUR PURCHASE PRICE WILL BE REFUNDED AT ONCE!** Schavon Publishers, 113 W. 57 St., N. Y. 19, N. Y.



STRAVON PUBLISHERS, Dept. P-416
113 West 57th St., New York 19, N. Y.

Please send THE PLEASURE PRIMER on 10 day trial. If I'm not pleased, I get my purchase price refunded at once.

☐ I enclose 98¢. Send Postpaid
☐ Send C.O.D. I will pay postman 98¢ plus postage.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Canada and Foreign—\$1.25 with order

*Pick
a
Chick!*



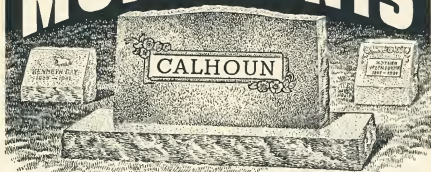
Flickerland's beauteous Adele Jergens exemplifies the girl you'd like to meet for Martinis.

WHATTA YOU LIKE? . . . COCKTAIL GIRL OR SPORTS DISH?



And the wholesome Jeanne Crain adds a nice bit of decar to the pool just in time for a Hollywood swim. Cute?

MONUMENTS



AS LOW AS \$9.95

SENSATIONAL SAVINGS

The most compelling monument values ever offered—More than 50 superb monuments and markers at the lowest factory-to-you prices in the country. New automatic labor-saving equipment and quantity production methods result in big "down to earth" savings for you. Rockdale pays the freight and guarantees your complete satisfaction or money refunded in full. Thousands and thousands of satisfied customers offer sure proof of our ability to satisfy you 100%. "Your Rockdale Selection Is Your Best Protection." **MAIL HANDY COUPON TODAY FOR FREE CATALOG.** No Salesmen Will Call.

**GREATEST MONUMENT VALUES
IN AMERICA**

**DIRECT
FROM
FACTORY
TO YOU**

**MAIL
FOR
YOUR
FREE
CATALOG
TODAY**

ROCKDALE MONUMENT CO.
Dept. 817A JOLIET, ILLINOIS

- ROCKDALE PAYS THE FREIGHT!
- FACTORY-TO-YOU SAVINGS!
- EASY PAYMENT PLAN!
- UNCONDITIONAL MONEY-BACK GUARANTEE!

FREE!

ILLUSTRATED CATALOG

Free... new catalog of ROCKDALE MEMORIALS, showing magnificent monuments at low as \$9.95, complete. Write for your free copy today! Mail handy coupon!



**WE PAY
THE
FREIGHT**

ROCKDALE MONUMENT CO., Dept. 817A
Joliet, Illinois

Please send me, without obligation, the big new two-color fully-illustrated catalog of Rockdale Memorials.

Name _____

Address _____

City _____ Zone _____ State _____

IF IT SLIPS... IF IT CHAFES... IF IT GRIPES... THEN

THROW AWAY THAT TRUSS!

Why put up with days... months... YEARS of discomfort, worry, and fear—if we provide you with the support you want and need? Learn NOW about this perfected truss-invention for most forms of reducible rupture. Surely you keenly desire... you eagerly CRAVE to enjoy most of life's activities and pleasures once again. To work... to play... to live... to love... with the haunting fear of Rupture lessened in your thoughts! Literally thousands of Rupture sufferers have entered this Kingdom of Paradise Regained... have worn our Appliance without the slightest inconvenience. Perhaps we can do as much for you. Some wise man said, "Nothing is impossible in this world"—and it is true, for where other trusses have failed is where we have had our greatest success in many cases! Even doctors—thousands of them—have ordered for themselves and their patients. Unless your case is absolutely hopeless do not despair. The coupon below brings our Free Rupture Book in plain envelope. Send the coupon now.

Patented AIR-CUSHION Support Gives Wonderful Protection

Think of it! Here's a surprising yet simple-acting invention that helps Nature support the weakened muscles gently but securely, day and night. Thousands of grateful letters express heartfelt thanks for relief from pain and worry—results beyond the expectations of the writers. What is this invention—how does it work? Will it help me? Get the complete, fascinating facts on the Brooks Air-Cushion Appliance—send now for free Rupture Book.

Cheap—Sanitary—Comfortable

Rich or poor—ANYONE can afford to buy this remarkable, LOW-PRICED rupture invention! But look out for imitations and counterfeits. The Genuine Brooks Air-Cushion Truss is never sold in stores or by agents. Your Brooks is made up, after your order is received, to fit your particular case. You buy direct at the low "maker-to-user" price. The perfected Brooks is sanitary, lightweight, inconspicuous. Has no hard pads to gouge painfully into the flesh, no stiff, punishing springs, no metal girdle to rust or corrode. It is GUARANTEED to bring you heavenly comfort and security—or it costs you NOTHING. The Air-Cushion works in its own unique way, softly, silently helping Nature support the weakened muscles. Learn what this marvelous invention may mean to you—send coupon quick!



C. E. BROOKS, Inventor

SENT on TRIAL!

No...don't order a Brooks now—FIRST get the complete, revealing explanation of this world-famous rupture invention. THEN decide whether you want to try for the comfort—the wonderful degree of freedom—the security—the blessed relief thousands of men, women and children have reported. They found the answer to their prayers! And you risk nothing as the complete Brooks is SENT ON TRIAL. Surely you owe it to yourself to investigate this no-risk trial. Send for the facts now—today—hurry! All correspondence strictly confidential.

FREE! Latest Rupture Book Explains All!

SENT YOU IN PLAIN ENVELOPE JUST CLIP and SEND COUPON →

Brooks Appliance Co., 140-B State St., Marshall, Mich.



PROOF!

(In our files we have over 52,000 grateful letters like these)

THANKS FROM HAPPY FATHER

"I want to thank you very much for what your wonderful belt has done for my boy. He had a bad rupture. The very day we received the Appliance I put it on and that was the end of my trouble with his pain and crying. He has not worn it for about a year now."—Otto F. Ellen, 1508 N. Church, Belleville, Ill.

SOFT BALL PLAYER A BROOKS BOOSTER

"I ordered an Appliance some time back and it really does the job. I'm 38 years old, weight 206 lbs. Play 3rd base on our Soft Ball team. I really give the belt a real test. Thought I would have to give up my ball playing but not how with your rupture belt. Most people won't believe I have a rupture."—Wilbur Morris, General Mdw., Jacob, Ill.

"IT'S TOPS"

"Words cannot express my feeling towards my Appliance. The minute I put it on, my first words were, 'It's Tops!' I hope another who suffers from such agony of a rupture could take my advice and get a Brooks Air-Cushion Appliance."—Jack Bennett, R.I., Box 54A, Lafayette, La.

"DID EVERYTHING YOU CLAIMED"

"I am very happy to say that the truss which I purchased from you a little over a year ago did everything you claimed it would do. My rupture does not come down even though I wear the truss only part time. I shall be glad to tell anyone afflicted as I was what your Appliance did for me."—J. O. Hollinger, 245 Arlington Ave., Barncott, Fla.

"FORGETS HE IS RUPTURED"

"I had this rupture seven years before I knew of your support, and was in the hospital at the time my son ordered the support for me. Until I started wearing your support I had not found anything to help me. Since wearing your support I can do all my work, and can forget that I am ruptured."—G. B. Russell, Box 106, Cherokee, Ala.

MAIL THIS COUPON NOW!

BROOKS APPLIANCE CO.

140-B State St., Marshall, Mich.

Without obligation, please send your FREE BOOK on Rupture, PROOF of Results, and TRIAL OFFER—all in plain envelope.

Name.....

Street.....

City..... State.....

State whether for Man ☐ Women ☐ or Child ☐



Parisienne

FANCIEST importation from Gay Paris in a number of months is brunette and beautiful Jeanne Carmeu, who won fame as one of the French city's most popular models of lingerie fashions.

**JUST OUT!
IN ONE BOOK**



VITAL 20TH CENTURY SEX STUDIES

FULL PARTICULARS ON The KINSEY REPORT Sexual Behavior in the Human Male

Now for the first time, get all the latest facts about sex in one book! FROM FRED TO KINSEY includes complete information on the most sensational sex study ever made—the Kinsey Report covers actual figures on the extent of masturbation, premarital sexual, and extra marital intercourse according to age, education, social background and religious training.

NEW FACTS ABOUT YOURSELF

What was previously considered abnormal, now appears wide spread and common. But people who have been torturing themselves with secret shame, obtaining new information is available. Many discover they now be secured, and broader families saved.

DISCOVER THE TRUTH ABOUT:

Masturbation • Parting to Others • What is Normal in Sex • Infidelity in Marriage • Age of Greatest Potency • Duration of Sex Act • Variety of Sex Act • Secret Guilt • When Does Sex Begin • Effect of Sex Depression • Sex in Dreams • Masturbation • Prostitution • The Bridal Night

EXAMINE 10 DAYS FREE

Order Sex Studies FROM FRED TO KINSEY in plain wrapper for 10-DAY'S FREE EXAMINATION. Besides the Kinsey Report, this book presents a series of vital 20th century studies on sexual behavior. Read every page, then if you feel you'd rather not keep it, return for actual

MAIL COUPON TODAY!

STRAVON PUBLISHERS, Dept. K-206
112 West 57th St., New York 19, N. Y.

Please send FROM FRED TO KINSEY in plain wrapper for 10-day trial. If I'm not satisfied, I get my purchase price refunded at once.

☐ Send C.O.D. I'll pay postman \$1.98 plus postage.

☐ I enclose \$1.98. You pay all postage.

Name Age

Address

City State

Canada & Foreign: No C.O.D. Send \$2.50

Silver Plated HORSESHOE ASH TRAY

only
\$1.00



YOU'RE IN LUCK TO
BE ABLE TO GET THIS
BEAUTIFUL ASH TRAY
AT THIS LOW PRICE!

Imitation Silver Plated
Ash Tray. Makes beauti-
ful gift for friends, with
a touch of class. Looks like
\$5.00 value!

CLIP AD AND MAIL!

Send \$1.00. We'll also send you your share on
money back guarantee that you'll be delighted.
ILLINOIS MERCHANDISE MART, Dept. H-5,
1327 Loyola, Chicago 26, Ill.



"FAST-BITE" \$1.00 PER TUBE FISH BAIT

GUARANTEED TO CATCH FISH
FASTER THAN LIVE BAIT OR
RETURN IN 10 DAYS AND
GET YOUR MONEY BACK

7 lb. of magic worm-like bait.
Squeezes out of tube like tooth
paste. Scented ingredients attract
fish faster than live bait. Keeps
indisputably, won't freeze or melt,
stays on hook in running stream
as long as you want. Used with
success by thousands
of fishermen on all
types of fish. Ab-
solutely harm-
less to man or
beast. Carry in bottle
box or pocket.

JUST SQUEEZE
FROM TUBE
AND APPLY
TO HOOK.



CLIP THIS AD
AND MAIL

with only \$1.00
to receive tube of
FAST-BITE, postage
prepaid, on 10 day
money back offer.

ILLINOIS MERCHANDISE MART, Dept. H-5,
1327 LOYOLA AVE. CHICAGO 26, ILLINOIS



Kentucky Tavern BARBECUE ASH TRAY

ALSO AN INCENSE BURNER!
A different, it's beautiful! It's op-
erational - attractive for home and office.
Manufactured by hand by the great bar-
becuers. Smoke curls into the chimney.
Holds genuine capacity of cigarettes
and matches. Has special fireplace
grate which fits into the bar-
becue ashtray. Ideal gift. \$1.00
includes a package of incense.

Rush this COUPON

SEND NO MONEY! ILLINOIS MERCHANDISE MART
Dept. H-5, 1327 LOYOLA AVENUE, CHICAGO 26, ILLINOIS
1-1000-Barbecue Ash Tray C.O.D. for \$1.00 on money back guarantee.

NAME _____

ADDRESS _____

CUT HAIR at HOME and SAVE with this Professional BARBER SET



Complete
Set Only \$2.98



Pays For Itself the First Day!
Now you can cut your hair any way you
want to and save your family and friends up
to \$10.00 a day. It's so easy with
this Professional Barber Set. You can
cut your hair and everything you need,
a complete set of everything you need,
American Clippers, Barber's
Combs, and a set of instructions. All for the low
low price of only \$2.98. Also complete instructions on
how to use the set. Set has everything to be cut, in
the barber and master of your own hair. Send for
Barber Set and Clippers. \$2.98. ILLINOIS MERCHANDISE MART,
Dept. H-5, 1327 Loyola, Chicago 26, Illinois.



POPPER
CHERRY



BOCCACCIO'S Decameron



NOW, Order this Famous Classic!

Now obtain one of the world's rare pleasures for your private collection. "THE DECAMERON" is again available in complete, unabridged, unexpurgated edition. Beautifully bound.

Over 360 pages, including many full-page illustrations. This delightful treasure of entertainment will help you enjoy life. You'll never stop thinking to SC Order now!



Only
298

SEND NO MONEY

STRAVON PUBLISHERS, Dept. B-214
113 West 57th St., New York 19, N. Y.

Send THE DECAMERON to us and in 10 days I'll send it to you. I will return book for postage return.
C send C.O.D. I'll pay postman only \$3.00 plus postage.
C I enclose \$5.00 send book postpaid.

Name _____

Address _____

Amazing New SLOT MACHINE BANK WILL MAKE YOU RICH!

This amazing bank works

just like big slot machines.

BUT YOU'RE THE ONLY

WINNER! Your friends, relatives

will pour in a fortune

in dimes trying to hit the

jackpot, but only YOU

know when it's ready to

pay off. Everybody wants

to play . . . to watch the

cherrins, lemons and bars

spin around. When jack-

pot hits, you strike in all

the dimes. Big money!

Big bank! Not a flimsy

toy, but precision built

half-a-foot high. Pays for

itself over and over

again. **ORDER YOURS**

TODAY at sensational

mail-order price of only

\$4.98!

SEND NO MONEY—Use 10 Days At Our Risk

Send only your name, address. On arrival, pay postman

only \$1.98 plus C.O.D. postage. Use SLOT MA-

CHINE BANK, 10 full days. If not 100% delighted,

return for \$4.98 back. Save money! Send cash with

order, we pay postage. Same 10-day guarantee.

ORDER NOW!

LARKY CO., 315 N. 7th Ave., Dept. 3224, St. Louis 1, Mo.

FREE GROCERIES

Show and Sell to Friends!

SEND NO MONEY! Rush name and address for big FREE (No S. Factory) Assort-

ment of Foods, Groceries, Beans, etc., full size packages. Price to friends and neighbors.

Use orders for more than one family! Shows, parties, etc. are great. No money to be made. No money to be made. No money to be made.

ZACH, Richmond Street

Dept 7114-C, CINCINNATI 2, OHIO

Miss
Dimples



BELIEVE it or
not, be-dimpled
Julie Walters is wait-
ing for a street-car.
Strange that our
trolley doesn't get to
her part o' town!



ART FOR PLEASURE AND PROFIT!

Commercial Art,
Designing, Cartooning

ALL IN ONE
PRACTICAL COURSE

Learn to Draw at Home
in Your Spare Time—We
Teach You Step-by-Step

It is pleasant and interesting
to study Art the WPA way.
Trained artists are capable of
creating art. We AND MORE.
A WEEK! Now is the time to
prepare for a service and profit-
able art career. Our well-
known period of instruction
prepares you for the many
commercial Art opportunities
in advertising fields. No pre-
vious art experience necessary—
we have trained thousands, and
we would do yours. "DON'T
PUT YOUR TWO ART OUT-
RIGS TOGETHER WITH ANY-
ONE ELSE!" Mail coupon for
ordered FREE BOOK, "Art
For Pleasure & Profit," de-
scribes career, and benefits
derived by our graduates.

VETERANS! WSA Course
G. I. Approved!

FREE BOOK gives details!

WASHINGTON SCHOOL OF ART
Studio B-20, 1115 15th St. N. W.
Washington, D. C.

Send free booklet and full particulars about your course.

Name _____ AGE _____

Street _____

City _____ State _____

☐ I am entitled to training under the G. I. Bill.

Amazing New Plan!

DRESS for YOU

FOR ORDERING 3!

Thrilling NEW PLAN!

Your choice of Gorgeous New Dresses or Suit—
—by the famous style, tailored dress, given
to you for sending orders for only THREE
DOLLARS for your mother, friends, or
your family. THAT'S ALL! But our need
is less. Everything supplied without cost.

EXPERIENCE UNNECESSARY

SAMPLES FREE!

Famous Harford Frocks will send you big,
new style in clothing—over 100 latest
fashions, with actual fashions, in dress-
making, costume, repairs, alterations—all
nationally low money saving prices.
Also suits, sportswear, smart, beauty,
children's wear, shoes, coats, fabrics to
neighbors, friends, family—send
only 1 order and receive more done
is included without paying an cent.
SEND CASH. We'll ship up to
\$25 in a Week in Extra Time!
Yes, you can save big money—order in just
one day—no hassle, getting a complete
wardrobe for yourself! EASY! Mail
coupon for complete STYLE LINE today!

HARFORD FROCKS, Dept B 302.

Mail Coupon
for FREE
OUTFIT

HARFORD FROCKS, Dept. B 302,
CINCINNATI 24, OHIO.

Please send me the new HARFORD FROCKS STYLE
LINE and full details of your offer.

NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ AGE _____

ASTHMA

WRITE FOR 10-DAY TRIAL OFFER!

IF YOU SUFFER FROM SEVERE HAIL ASTHMA PAN-
HYSTICS, from coughs, sneezing, wheezing—write quick
for 10-DAY TRIAL OFFER. No matter if you can
control your cough, sneezing, wheezing!
NACCO, 1025-1026 State-10th St., Indianapolis 4, Ind.

48

NOTES to YOU



Dear Editor,

For about six months now,
I've stopped my trolley—I'm a
motorman—at the same corner and
picked up a beautiful brunette.
I'm engaged, a timid sort of
fellow, but SHE has a lot to
catch the eye. Always smiles,
and a couple of days ago asked
me to come over to the house.
I want you to know this is not
"A Streetcar Named Desira." I'm
just curious. Good-bye!

James W., Toronto, Canada

Dear Editor,

I have been thinking quite a bit about the New
York girls in your books, but even by stretching my
conscience I can't see how they're any better look-
ing than the pretty ones we see on Biscayne Boul-
vard any day in the week. Maybe you guys live in an
ivory tower, watch the snow fall and forget that we,
too, have a lot of lovelies around. When your photo
boys run out of assignments, send 'em to me. I'll see
that they get good, good pictures.

Harold L. S., Miami Beach, Fla.

Dear Editor,

Now and then I wonder if I am as attractive as
some of the models I see in "Beauty Parade"—those I
see when my husband has finished looking at them, of
course. It may sound funny, but he seems to appreci-
ate me more after studying some of your pretties. It
may be that he and I agree they're good lookers, but
realize we're happy without any outside influences.
This letter is more or less designed to tell you all
your readers aren't wolves. Some of us are wolver-
ines!

Margaret S., Olympia, Wash.

Dear Editor,

Your magazine has helped
me an awful lot, simply by show-
ing me how I should dress to be
more attractive than the other
girls. The so-called fashion books
go in for all sorts of aids to the
feminine figure, but I have
learned a great deal from study-
ing your girls...They seem to
have real attractions and charm!
Helene G., Sacramento, Calif.



A Few of Hundreds of Questions
Answered in the Modern
Sex Manual



- Blood relation marriage
- How often intercourse
- Arousal of woman
- Male and female sex organs
- Vital parts of sex organs
- Remedies for undeveloped sex organs
- Matching sex compatibility
- First bridal sex act
- "Safe Period" charts
- Delaying climax
- Reaching climax together
- Climax effect on men, women
- Too much or too little intercourse controlled
- Best time and place for sex act
- 5 senses important in sex
- Sensation parts of woman
- More sex satisfaction for women
- Sex habits of husbands, wives



- Sex frustration
 - Masturbation's effect on intercourse, health
 - Uncontrolled self abortion
 - Cures for sex immaturity for men, women
 - Periods of woman's increased sex urge
 - Husband's preventing wife's climax
 - Cause and cure for woman's frigidity, men's impotency
 - Today's cures for abnormal cases
 - Cures for oversexed, undersexed
 - Sex advice for all ages
 - Ability to have children
 - Pregnancy tests
 - Sex act in pregnancy; after pregnancy
 - Frequency of child-bearing
 - Intercourse after change of life; after end of child-bearing
 - Vitamins E cure for sterility
 - Artificial pregnancy
- PLUS HUNDREDS MORE!

THE MODERN SEX MANUAL

ILLUSTRATED

THIS BOOK WILL OPEN YOUR EYES!

Here, at last, is the first new book on sex relations published in many years—"THE MODERN SEX MANUAL," Dr. E. Podolsky—just off the press! Old fashioned false fears and practices rob you of complete satisfaction. This book is written in a new and exciting frank, simple Questions and Answers style . . . instruction found in no other book! Includes 1950's remedies for abnormal and normal men and women. Packed with new pictures that reveal sex vigor thru body glands, woman's monthly calendar of sex, difficult birth cases, etc. Only \$1.98 (\$5.00 value). You would gladly pay much more than \$1.98 for JUST ONE SOLUTION among the hundreds in this book. Order now—delay is lost satisfaction. Cadillac Publishing Co., Inc. Dept. D-253, 220 Fifth Ave., N.Y.C. 1

PARTIAL CONTENTS OF FREE BOOK!

"The Sexual Study of the Male and Female Human Body in Color Pictures" (valued at \$1) will be given absolutely free with your order of "Modern Sex Manual." The many life-like color pictures with their outspoken explanations will amaze you! Limited offer—Mail Coupons Now!

- | | |
|---|---|
| • See differences in man and woman's body | • Attaining pregnancy |
| • Sex stimulates thru hormones | • Ovaries, womb, etc. |
| • Male sex organ—reaction in sex act and climax | • Inside, outside views of male and female bodies |
| • Female sex organ—how virgin differs | • Start of pregnancy through child birth |
| • Breasts before and after pregnancy | • . . . plus many more unusual pictures |

Don't Be
Old Fashioned
1950's

SEX

DISCOVERIES NOW
REVEALED!

FREE



TEST THESE BOOKS WITHOUT BUYING!

Cadillac Publishing Co., Inc., Dept. D-253, 220 Fifth Ave., N.Y.C. 1

Send me "THE MODERN SEX MANUAL" in plain wrapper marked "personal" with FREE GIFT (NO. 96 VALUE COMPLETE). I will pay postman \$1.98 plus postage on delivery. If not satisfied within 3 days, I can return book and money will be refunded. I am over 21

Name

Address

City State

N.Y.C. orders add 2% Sales Tax. Canada or foreign. No C.O.D. Send \$2.56

☐ Check here if you desire to save delivery costs by enclosing \$1.98 with coupon.

HONEYMOON LOVE CAN Last Forever

with these

SEX FACTS FOR ADULTS ONLY!



PARTIAL LIST OF ENLIGHTENING CONTENTS OF THE "IDEAL SEX LIFE"

- Role of husband and wife in the sex art.
- How sexual parts in woman, man.
- The perfect sex art.
- Step by step plan for wedding night and honeymoon.
- Avoiding harmful mistakes of newlyweds and older married couples.
- "Rejuvenation treatments" for increasing sex potency of man and woman.
- What stimulates sexual desire.
- Sex attraction and art of courtship for woman, man.
- Modern art of mutual satisfaction.
- Natural birth control.
- Spanish method, French method, "Karezza" method.
- Attaining Progenies.
- Ideal Sex Techniques and methods for children sex art.
- Overcoming frigidity in women.
- Prevailing dangers of child sex art.
- Love-making for different ages and types of men and women.
- Modern methods for sex hygiene. How to cleanse the female vagina, the male genital canal.
- Advice for aged married people.
- Attaining the greatest satisfaction in sex life.
- A kinds of sexual satisfaction.
- Avoiding too little or too much sex life.
- Discerning physical hindrance for ideal sex practice.
- Avoiding dangerous sex relations.
- Degeneracy facts of sex.
- The male and female sex organs.
- Particular benefits of sex for married lovers.
- Strengthening man's sex vitality and sex control towards ideal marital climax.
- Importance of exercises, exercises for ideal sex life.
- Sources of disease.
- Sex art regarding change of life, procreation.
- The problem of masturbation.
- Sexual Case Histories.
- How to treat abnormal cases.
- Art of choosing a mate for ideal married sex life.
- Plus many more revealing subjects — everyone in simple plain words!

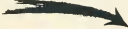
70 INTIMATE, FRANK CHAPTERS

Thousands of readers of this all-complete book (one of the largest on sex) have learned so much more than they thought possible! Practically every type of sex problem and every age is individually treated. Everything that there is to be known about sex and how to carry out the detailed instructions. Will help you experience the supreme joy of a longer, happier married sex life and abolish the dangers of wrong sex notions. The book's 150,000 illuminating words help establish the necessary desired cooperation between husband and wife.

One of the most up-to-date books, the latest improvements, methods, etc., that should be known. This treasure is yours now for only \$1.98 (originally \$6.00). MARGARET SANGER—"Dr. Rutger's work spreads itself sanely into the lives of people who are not afraid to think." INSTITUTE OF MARITAL RESEARCH, Indianapolis—"the most complete volume of this kind."

SEND NO MONEY!

Don't send a cent. Just mail coupon and pay postman on delivery \$1.98 plus postage. You must be completely satisfied that these books will open the door to a new thrilling glorious marriage, or your money will be refunded cheerfully.



READ BOTH BOOKS WITHOUT BUYING

NEW YORK MAIL ORDER HOUSE, INC.

Dept. R-386, 228 Fifth Ave., New York 1, N. Y.

Mail me "THE IDEAL SEX LIFE" in plain wrapper marked "personal," with FREE COPY (STILL CALLED COMPLETE), I will pay postman \$1.98 plus postage on delivery. If not satisfied within 5 days, I can return books and money will be refunded, I am sure of it.

NAME _____

ADDRESS _____

CITY, ZIP CODE, STATE _____

Canada or Foreign—No C.O.D.

☐ Check here if you prefer to have delivery made in shipping order \$1.98 with money back guarantee

PARTIAL CONTENTS OF THE FREE PICTURE BOOK CONTAINING 317 ILLUSTRATIONS

As a FREE gift to all those who purchase a copy of "The Ideal Sex Life" we offer to you "Picture Stories of the Sex Life of Man and Woman," a complete, fully illustrated book explaining the human body. There are 317 illustrations, with detailed explanations and other enlightening information of lifeline value to both young and old.

- Natural birth control charts.
- Science of sex attraction.
- Facts to know on birth control.
- Sex organs illustrated and explained.
- Women's change of life, menopause.
- Calendar showing days of fertility—infertility.
- How to test for pregnancy.
- An inspiring picture and words that marriage relations. This book now sells for \$1.98 (limited supply—hurry! Mail Coupon NOW!)
- How sex system of man and woman works.
- The structure of female breast.
- Pictures how pregnancy takes place.
- How birth through Cesarean is performed.
- How sex vitality is produced in man, woman.
- Unusual cases.
- And hundreds more!

NEW YORK MAIL ORDER HOUSE, INC. Dept. R-386, 228 Fifth Ave., New York 1, N. Y.

Stage Undies

- ☐ OPERA NOSE, LATEX MESH Black, Sun Tan & Flesh \$5.00
- ☐ OPERA NOSE, NYLON, Black, Flesh & Nude \$5.00
- ☐ OPERA NOSE, Pure Silk Work \$2.00
- ☐ OPERA NOSE, SUPPORTER, All Elastic, Flesh & Black \$2.50
- ☐ THONG, Waist High, Latex Mesh, Black & Sun Tan & Flesh \$7.00
- ☐ LATEX MESH LEOTARD, Black, Sun Tan \$6.00
- ☐ BLACK LACE PANTY AND BRA SET \$4.00
- ☐ PANTIES, CABLE NET, Full Chorus, Flesh, Black & White \$1.50
- ☐ BRASSIERES, CABLE NET, Full Chorus, Flesh, Black & White \$1.50
- ☐ G. STRINGS, NET, Flesh & Black .75c
- ☐ CAN-CAN LACE 2 PC. SET, Black \$4.00
- ☐ CAN-CAN GARTER BELT, Flesh & Black \$5.00
- ☐ CAN-CAN LATEX MESH NOSE, Black \$4.00
- ☐ CAN-CAN MESH ELBOW GLOVES, Black \$3.00
- ☐ STRIP PANTY, FINE NET, Black or Flesh \$1.00
- ☐ STRIP PANTY AND BRA SET \$10.00
- ☐ STRIP BRASSIERES, FINE NET, Black or Flesh \$1.00
- ☐ STRIP BRASSIERES, FINE NET, Rhinestone Black or Flesh \$2.00
- ☐ RHINESTONE G. STRINGS, Beaded or Silk Chorus, Size by Hip Measurement \$10.00
- ☐ FRINGED BRASSIERE To Match \$3.00
- ☐ DANCE BELT, Girdle Elastic \$1.00
- ☐ RHINESTONE SET, Midriff and Thigh \$4.98
- ☐ PUN UP TYPE, Silk or Velvet, Panty and Bra Set, Ideal for Rehearsal or Photography \$10.00
- ☐ SKATER'S BRIEF, Circular Type \$2.98
- ☐ SKATER'S TRUNKS, French Cut \$2.98

STAGE UNDIES, Dept. HOP-6

302 WEST 11th STREET NEW YORK CITY

✓ CHECK EACH ITEM WANTED

MAIL TODAY

Check Size ☐ Small ☐ Medium ☐ Large
☐ I enclose \$ you pay postage
☐ Send C.O.D. I will pay postman

Name

Address

City

State

Cash or C.O.D.

STAGE UNDIES

302 WEST 11th ST. NEW YORK CITY

PHONE CIRCLE 7-7795

IF I Send YOU THIS FINE SUIT-

Will You Wear It and Show It to Friends?

Amazing plan! Free suit today! I want no salesman, as it takes in your town to get this golden suit—no money spent! By taking a few minutes from Friday, come in—take about 15 minutes that not only will take money and time up to \$100 in a day, my successful plan is to get you money—may!

No Experience Needed—No

Home-to-Home Canvassing

Experts are not necessary. Receive

long term money for income for you

without home-to-home canvassing,

and money to take in and give you

a million a week during one year.

Send for FREE Cloth Sample!

I will send you a complete business plan

complete in one 100% and send

it to you. You will get a free

sample of suit. You receive one

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free

sample. You will get a free



John Gray STONE-HILD Corp.

832 S. Third Street

Desk, F-400 Chicago 7, Ill.

SUCTION SPONGE

AUTO WASHER

Glaze across surface and protect

from "Scratching" Auto Washer

removes dirt like magic. Dwell,

don't, spray, rinse. Cleanser in

100% Automobile glass like a

mirror.

SAMPLES FOR AGENTS

Sample after you are interested in

all the good things in store. A

sample will be sent to you

free of charge. No money

needed. Write to: STONE-HILD

CHICAGO, ILL. 60607



QUICK
FAST!

Farmer's Daughter



HAY, hay and a ha-ha-cha! Pixyish little Marcia Kaye adds charm to the farm, straw hat and all. Any traveling salesman would volunteer to become the No. 2 guy in a story involving a sweetie like this!

Enjoy Hilarious "Monkey-Shines" at your next Masquerade Party WITH THESE AMAZING LIFE-LIKE RUBBER MASKS



CLOWN
\$1.69



COVER ENTIRE HEAD... LAST FOR
YEARS... SO LIFELIKE PEOPLE GASP
WITH AMAZEMENT AND DELIGHT...

Mold-Art Rubber Masks are molded from best
grade natural flexible rubber. They cover the
entire head. Yet you see thru the "eyes." The
mouth moves with your lips... you breathe
... smoke... talk... even eat thru it. Hand-
painted for realism. Wonderful for every dress-
up occasion—for parties or gifts. Fun for chil-
dren and adults alike.



MICKEY
MOUSE
\$2.69
(©Walt Disney
Prod.)



SATAN
\$1.69



Minnie
\$1.69

DONALD
DUCK
\$2.69

(©Walt Disney
Prod.)



MASKS AVAILABLE
IDIOT MONKEY LADY KILLER
CLOWN OLD MAN OLD LADY 4 EYES
TRAMP SATAN BLACK FACE
MONSTER MAN SOPHISTICATED LADY
All masks above are \$1.69 each
MICKEY MOUSE MINNIE MOUSE
DONALD DUCK at \$2.69 each
Special Santa Claus at \$2.69



IDIOT... \$1.69

Yes, here is Halfwit in all
his goofiness. People howl
with laughter when you put
on this life-like mask.

MONKEY \$1.69



SEND NO MONEY!

Just mail coupon below. ORDER
MASKS BY NAME as listed in this
ad. All masks priced \$1.69 except
Santa Claus (\$3.69) and Mickey
Mouse, Minnie Mouse and Donald Duck (at
\$2.69 each). When package arrives pay
postman the price plus C.O.D. postage (we
pay postage if cash is sent with order). Sanitary
laws prohibit return of worn masks. All
masks guaranteed perfect.

**RUSH
COUPON
NOW**

RUBBER-FOR-MOLDS, INC.

6044 Avondale Avenue, Dept. 322H, Chicago 31, Illinois

Rubber-for-Molds, Inc., 6044 Avondale Ave.,
Dept. 322H, Chicago 31, Ill.

Send me the Masks checked below

- ☐ Idiot ☐ Monkey ☐ Lady Killer
☐ Clown ☐ Old Man ☐ Old Lady
☐ 4 Eyes ☐ Tramp ☐ Satan
☐ Black Face ☐ Monster Man
☐ Sophisticated Lady
☐ Mickey Mouse
☐ Minnie Mouse
☐ Donald Duck
☐ Santa Claus

- ☐ I Ship C.O.D. I will pay postman the
price plus C.O.D. postage
☐ I Ship postpaid. Payment in full en-
closed herewith

NAME
(Print Please)
STREET

CITY

Zone State



Special offer to LOVERS

Do you want to know the best ways to woo, win and keep the one you love? Now you can learn—from the experience of successful lovers—many proven ways to find and hold a mate. You get secrets of technique. You get confidential information on how to avoid heartbreaking mistakes. Yet all this valuable information—so vital to your personal happiness—is yours for such an amazingly low price!



ART OF KISSING

The greatest secret of all time says that secret kissing is one of the most important steps in making and holding a mate. The master key to it is in every life. "The Art of Kissing" explains and demonstrates 77 kinds of kisses.
only 50c

TRUE LOVE GUIDE

Prove character, intelligence, and confidence in love to him, win, and hold. Love and marriage problems answered in simple, easy-to-understand language. Try it, a love guide for married couples.
only 50c

MODERN LOVE LETTERS

Simple instruction for writing letters to boys, courtship, and marriage. 47 effective model letters for age division, together with poems and thoughts of love which you will find very helpful in your correspondence.
only 50c

ALL 3 BOOKS—ONLY \$1.00

Each of these books is an amazing bargain at 50c a copy. Order all three and enjoy a still greater saving, because the entire set of 3 costs you only \$1.00.

5-DAY EXAMINATION

We are so confident that this valuable information will make a hit with you, and that you won't want to part with your copies at any price, that we make this amazing offer. Mail this 5-Day Examination Coupon today. After your books arrive, read them . . . examine them . . . and if you are not more than delighted, return them within 5 days and your purchase price will be refunded promptly and without question. But . . . act now because this offer may be withdrawn at any time. Rush this coupon now!

☐ Pockwick Co., Dept. HG-4,
 Box 412, Times Sq. Bldg., New York 18, N. Y.
 Send books checked below at new in plain wrap-
 per. I enclose \$..... (check or money order).
☐ Send all 3 books
☐ Send books checked: ☐ The Art of Kissing ☐ True Love Guide
☐ Modern Love Letters
 Name
 Address
 City & State
☐ If U.S. ordered mark X in box, mail coupon
 and pay postage \$1.00 plus postage. Canadian or-
 ders 75c additional—cash with order.

I.Q.? . . Well, Eye-Full!



The blues get a kick.

JUNGLE JAZZ



They call this a tropic turn.
And then — supplication!



WHEN lithe, Shirley Lee, Armmanda goes in dance, it becomes parent that all rest is left behind. Her brunette, olive-skinned dancer from shows some of her lines.

55

NEWS of UNUSUAL BOOKS!

Originally FROM \$3. TO \$25. A COPY

— AND NOT TO BE HAD AT BOOK STORES OR LIBRARIES!

1. **LILA AND COLLETTE.** A translation from the French of the adventures of two charming cocottes behind the little red lights of Paris. With those carefree Bohemian drawings which decorated the \$25 edition privately published under the title *There Are Twenty Good Ways of Doing It*. Now Only \$1.98.

2. **PASQUERELLA AND MADONNA SABETTA.** The strange lives of two violent and beautiful women against the soft, alluring background of the freedom and abandon of the Renaissance, and attributed to Boccaccio. The Fabio Fabbi illustrations make this edition even more glamorous than the \$7.50 one from which the text is reproduced. Now Only \$1.98.

3. **TWINS OF NUREMBERG.** A story of two Siamese twins (their bodies joined to each other) and the men who courted each separately, but had to live with both at the same time. Almost 700 pages of the most exciting reading of your life. Reduced to \$2.98.

4. **TWO LESSONS IN LOVE.** The story of a man who pretends to be dead, and hears from the lips of his wife and his daughters inside stuff about their private lives which a whole detective agency would never be able to discover for him. Reduced to \$1.98.

5. **DREAM MATES.** Two strangers, a man and a woman, meet on a railway station on hour before dawn. He helps her with her luggage to a hotel, and they pass on into a series of adventures of almost incredible cruelty and tenderness. Reduced to \$2.98.

6. **RED CANVAS.** An American correspondent has left his young, beautiful wife in Paris while the city was still in the hands of the Germans. The carefree brutality of love in wartime is the background of this breathless story of a city whose men could fight the enemy and whose women were forced to comfort him. Only \$1.98.

7. **SHANGHAI HONEYMOON.** Two beautiful white women, mother and daughter, match their femininity against the wiles of the greedy little merchants of the Far East. You may imagine for yourself what happens, but you can never imagine the conversations which only that darling of the Parisiennes, Maurice Dekobra, can provide. Only \$2.98.

8. **MEN AGAINST MADNESS.** Dr. Lowell Selig's case-book of men and women in love—fathers ranged against daughters and mothers against their sons, in a maelstrom of lust, incomprehensible attractions. As exciting to the senses as it is terrifying to the mind, but it's all real none the less. Only \$2.98.

9. **BUMARAP.** Samuel Roth's account of a postulate young revolutionist who dreams his way from a park bench on Columbus Circle to a famous house on Madison Avenue. How he got his name, slumbered into the apartment of a red-headed young Countess, and spent thirty-six hours in the most wonderful bed he had ever seen are matters you will chuckle over for many a happy hour. Delightfully illustrated. Reduced to \$1.98.



You may have all Nine Books for
Only \$20

Quantities Limited

ORDER IMMEDIATELY!

ORDER
BY
NUMBER

UNUSUAL BOOKS, Dept. R-6, 118 Lafayette St., New York 13, N.Y.

Gentlemen:

If I enclose for book (s) whose number (s) I check below, I may return for full credit what does not altogether please me.

1 2 3 4 5 6 7 8 9

NAME

NO. and STREET

CITY ZONE STATE

☐ Let me have the 9 books for \$20

☐ Send C.O.D. I enclose \$1 as binder.

Good-
bye
Now

DON'T think Rhea Collins is going high-fat on us... She's only five foot three, needs the topper to add to what you note is already a very good stature. The smile helps, too!



**Reduce
FAT!**
UP TO **5 lbs. A WEEK**
LOSE UGLY FAT!



A Scientific Way to

**LOSE
WEIGHT**

Enjoy the pop and energy of a slimmer figure the Dr. Phillips Approved Way!

REDUCE

**10-20-
30 LBS.**

**AND IMPROVE
YOUR FIGURE!**

WE GUARANTEE

**THESE
STATEMENTS
OR YOU**

DON'T PAY A PENNY!

Don't be denied a beautiful, attractive figure. Lose safely without the 3000-calorie restriction! THE KETOLIPID PLAN does the work with little effort on your part. It is based on an imbalance and creates a burning food sensation. **NO LAXATIVES. NO DRUGS. NO MASSAGE.**

**NO STARVING
NO EXERCISE
NO LAXATIVES
NO DRUGS
NO MASSAGE**

**SURPRISE A
HEALTHFUL
BURNING
FOOD SENSATION
Without
Laxatives
Or Massages**

Proven results are shown quickly. Many report losing 15, 20, 30 lbs. and even more in a matter of weeks. With THE KETOLIPID Plan, you can lose extra inches every day around like magic.

Now you can shed those disgusting inches on Dr. Phillips' KETOLIPID Plan. It helps maintain the KETOLIPID Plan in the RIGHT PLACES.

Ketolipid Plan is the only burning food sensation found in natural ingredients. It is **ANTIFAT AND AN ANTI-REDUCING** plan. It is the only burning food sensation found in natural ingredients. It is **ANTIFAT AND AN ANTI-REDUCING** plan. It is the only burning food sensation found in natural ingredients. It is **ANTIFAT AND AN ANTI-REDUCING** plan.



"Thanks to Ketolipid I lost a few weeks' worth of fat. Better than the medicine and pills." - Ann Leslie, New York City

**MONEY-BACK GUARANTEE
WITH A 10-DAY FREE TRIAL**

\$2 If the Ketolipid plan doesn't do the wonders for you as it has for others, if you don't lose as much weight as you want to lose, if you're not 100% delighted with results, **YOUR MONEY WILL BE RETURNED AT ONCE!**

FREE! The famous Dr. Phillips Ketolipid Plan which has helped many lose 10, 20, and up to 50 pounds safely and easily will be sent absolutely FREE with your order.

MAIL COUPON NOW!

•••••
 • American Healthbuds Co., Dept. 390
 • 1015 Broad St., Newark, New Jersey
 • Send me all once for \$2 cash check, or money order.
 • one month's supply of Ketolipid Tablets, postpaid.
 • If I am not 100% satisfied my money will be refunded.
 • Name _____
 • Address _____
 • City _____ State _____
 • ☐ I enclose \$2. Send three months' supply.
 • •••• **SENT ON APPROVAL** •••••

PAY LESS—GET THE BEST! SENSATIONAL
SAVINGS! YOUR MONEY REFUNDED IF YOU CAN BUY THEM FOR LESS!

LATEST STYLE LUXURY
GENUINE FIBRE

SEAT COVERS

**LUXURY SEAT COVERS
SAVE YOU MONEY!**

**Same Superb Quality As Used
In The Most Expensive Seat Covers.**

Buy from LUXURY and SAVE TREMENDOUSLY on smartest, new style, color glamorous seat covers! Lacquer-coated to repel water, LUXURY Genuine Fibre Seat Covers are double-stitched, trimmed with rich leatherette for extra long, luxury wear! Expertly tailored, RICHER, STRONGER, Revolutionary—New ELASTICIZED SLIP-OVER SIDES assure FAULTLESS FIT... NO INSTALLATION COST! All in stunning Scotch Plaids of soft, harmonious multi-color weaves! Make old cars look like new... new cars even more elegant!

**SMARTEST SCOTCH PLAIDS
YOUR CHOICE OF 23
SPARKLING COLORS!**

**WHATEVER YOUR CAR
HERE ARE YOUR COVERS!**

Guaranteed perfect fit for every popular make and model, old or new, including—

| | |
|-----------|------------|
| BUICK | LoSALLE |
| CADILLAC | LINCOLN |
| CHEVROLET | MERCURY |
| CHRYSLER | NASH |
| DeSOTO | OLDSMOBILE |
| DODGE | PACKARD |
| FORD | PLYMOUTH |
| FRAZER | PONTIAC |
| HUDSON | STUDEBAKER |
| KAISER | TERRAPLANE |
| LAFAYETTE | WILLYS |

And Many Others

SENT ON APPROVAL

1. Smooth
Glove-Like
Fit!

2. Full
Back and
Front Seat
Protection!

4. Adds In-
stant Class
to Your Car!

3. Richly
Grained
Leatherette
Trim!

The Exact
Same Ma-
terial Used
in the Most
Expensive
Seat Covers!

5. MONEY
SAVING!
STURDY!

**EASILY INSTALLED—
TAKES A FEW MINUTES!**
(on all make cars)

Specify style for YOUR car.

TYPE A—Solid back for 4-door median...front or rear. Rear for coach or coupe.
TYPE B—Divided back, solid seat for front coupe or coach.
TYPE C—Individual seats or bucket type for divided back and seat.



Only \$4.98
For Coupe or
Front Seat!

Only \$8.95
Complete Set of
Covers for Sedan
or Coupe!



BUY FROM LUXURY
AND SAVE! ACT NOW
Satisfaction Guaranteed
or 5-Day Money-
Back TEST AT OUR
RISK.

SENT ON APPROVAL! SEND NO MONEY!

LUXURY SEAT COVER CO. Dept. 15
1025 Broad St., Newark 2, N. J.

Gentlemen: Kindly rush LUXURY Seat Covers on special 5-day Money-Back Inspection Offer.

Color _____ 2nd Color _____
☐ Full set front & back covers \$8.95. My car is a 19__
Make _____

☐ Front seat cover only, \$4.98. ☐ 2-door ☐ 4-door

☐ Back seat cover only, \$4.98.

☐ Type A ☐ Type B ☐ Type C

☐ On delivery I'll pay postman purchase price plus few cents postage and C.O.D. charges.

Name _____

Address _____

City _____ Zone _____ State _____
(PLEASE PRINT)

☐ \$ _____ purchase price enclosed. You pay postage.

**MONEY-BACK GUARANTEE
with 5-Day FREE Trial**

**Men!
Ladies!**

**Here's THE JACKET You've Wanted
At a Sensational Saving!**

**Ladies'
Only
\$4.95**

**Men's
only \$4.95**

**Special
Combina-
tion
Offer,
Both for
Only
\$8.95**

**This Fine Smoking Quality
PIPE Included With Each
Man's Jacket . . .**

**AT
NO EXTRA
COST**

**This Lovely Compact
Included With Each LADY'S
JACKET AT NO EXTRA COST!**

We sold hundreds of these Yeette Compacts of
\$1.75 each. You get yours without additional cost
with each Lady's Jacket that you order. Camelot
has mirror, sifter and puff. They're beautiful.



LADIES'

MEN'S

You'll Love It!

Take this jacket for carefree ease
—and for that certain poise which
being "in the know" on style gives
you! That new low neckline is a
"flash" from the fashion fronts. Perky
shoulders! Suave yoke! You will
adore its smart distinctive lines . . .
you will always enjoy its caressing
warmth. It's tailored of favorite
"Spun-Rite," justly popular for its
wear . . . for its beauty! It will be
your prop and mainstay, season in,
season out. Select yours from one
of these seasons latest shades:
Camel Tan or Stop Red. Sizes 12
to 20. Compact included with each
jacket.

Ideal for Sports-Leisure

Here's a sturdy "be-man's" jacket
of a thousand and one uses that
will keep pace with the fastest
tempo of your busy day. Cut for
real comfort of "Spun-Rite"—mag-
ically flexible, smartly tailored and
shape-retaining as well as warm.
Snappy yoked back. Harmonizing
buttons for looks and wear. Grand,
deep, saddle pockets. Seamed sides
—so stride along as you will. You'll
live in it from dawn 'til night.
Choose Camel Tan with the follow-
ing choice of harmonizing colors:
Forest Green or Luggage Brown.
Check your size from 36 to 44 on
coupon. Pipe included with each
jacket.

Ladies! Men! Here's the Jacket "you
you've been wanting for. Here's the
"up, style, comfort" and durability all
combined in one to give you the smart,
sleaked jacket you'll find anywhere.
Organized, all jacket. And when you
order the two together—men's lady's and
lady's—only \$8.95 each jacket.
No extra cost.

SEND NO MONEY—RUSH THIS COUPON!

**ILLINOIS MERCHANDISE MART, Dept. 3127-PP
1227 West Loyale Ave., CHICAGO 26, ILL.**

Customers: Send me the "Spun-Rite" Jacket indicated below. C.O.D. I
must be fully satisfied with my purchase or fully refund within 10 days
for return. (Discount indicated with each lady's jacket, a pipe with with
men's jacket.)

Name Please ☐ write ☐ plate

Address

City State

1 LADY'S JACKET Size Price, \$4.95

| | |
|-----------|----------|
| Camel Tan | Stop Red |
|-----------|----------|

2 MEN'S JACKET Size Price, \$4.95

| | |
|--------------|---------------|
| Forest Green | Luggage Brown |
|--------------|---------------|

1 Jacket (color named)

CHECK SIZE WANTED

LADY'S 12, 14, 16, 18, 20 MEN'S 36, 38, 40, 42, 44, 46

MY TOTAL PURCHASE AMOUNTS TO \$

"YOU ARE UNDER ARREST"



There's a Thrill in Bringing a Crook to Justice Through Scientific CRIME DETECTION!

We have taught thousands of men and women this exciting, profitable pleasant profession. Let us teach you, too, *in your own home*. Prepare yourself in your leisure time, to fill a responsible, steady, well-paid position in a very short time and at very small cost. What others have done, you, too, can do.

Over 800 of All U. S. Bureaus of Identification Now Employ I. A. S. Trained Men As Heads or Assistants

Here's a Partial List of Them

Send for **FREE** Complete list of over 800 Bureaus where our Students or Graduates are now working

State Bureau of Connecticut
State Bureau of Ohio
State Bureau of Arizona
State Bureau of Idaho
State Bureau of Texas
State Bureau of Utah
Key West, Florida
Charleston, S. C.
Lincoln, Nebraska
Fort Worth, N. H.
Albany, N. Y.
Trenton, N. J.
Cincinnati, Ohio
Greenville, S. C.

Montgomery, Ala.
Phoenix, Arizona
Glendale, Calif.
Seattle, Washington
Madison, Wis.
Miami, Florida
Leavenworth, Kans.
Annapolis, Md.
Minneapolis, Minn.
Vicksburg, Miss.
Hartford, Conn.
San Juan, Porto Rico
Ketchikan, Alaska
Honolulu, Hawaii

Be A
**FINGER
PRINT
Expert**

Not Expensive or Difficult to Learn at Home

Scientific Crime Detection is not as simple as it might appear. It's not an occupation at which anyone without training might succeed. It's a science—a real science, which when mastered **THROUGH HOME TRAINING** gives you something no one can EVER take from you. As long as you live—you should be a trained expert—able to make good in scientific crime detection. "We will teach you Finger Print Identification—Fire-arms Identification—Police Photography—and Criminal Investigation." That's what we told the men who now handle those jobs in Identification Bureaus throughout the nation. And now we repeat, but THIS time it's to YOU . . . Just give us a chance and we'll train you to fill a good position in the fascinating field of scientific crime detection.

NOW IS THE TIME TO START!

New Bureaus of Identification are being established since the war. Many industrial plants now finger-print all of their employees. Naturally, the need of more Finger Print Experts is evident. Fit yourself now to hold down a fine job as a recognized Expert in Crime Detection. You can learn this fascinating profession in your own home and you can pay as you learn.

FREE!

"BLUE BOOK OF CRIME"

It's a thriller, filled from cover to cover with exciting information on scientific crime detection. It tells about some of the most interesting crimes of modern times, and how the criminals were brought to justice through the very methods which you are taught in the I.A.S. course. The book will tell you, too, how at a cost so low you shouldn't even think of it, you can get started on this important training without delay. Don't wait. Clip the coupon and send it along TODAY. No salesman will call.

INSTITUTE OF APPLIED SCIENCE

(A Correspondence School Since 1916)

Dept. 226A, 1920 Sunnyside Ave., Chicago 40, Ill.

Clip and Mail Coupon Now

INSTITUTE OF APPLIED SCIENCE

Dept. 226A, 1920 Sunnyside Ave., Chicago 40, Ill.

Gentlemen: Without obligation, send me the "Blue Book of Crime," and complete list of Identification Bureaus employing your students or graduates, together with your low prices and Easy Terms Offer. (Literature will be sent ONLY to persons stating their age.)

Name.....

Address.....RFD or Zone....

City.....State.....Age.....